



## **Program Director's Report**

*Presented to the*

**TransLink® Management Group**

**November 26, 2007**

Smart Card. Smart Travel.

# Contents

- I. Executive Summary
- II. Project Status
- III. Agency Flowcharts
- IV. Progress Photographs
- V. Progress Payments
- VI. Phase II Operations
- VII. Future Agenda Items

## Appendix

Reference Tables

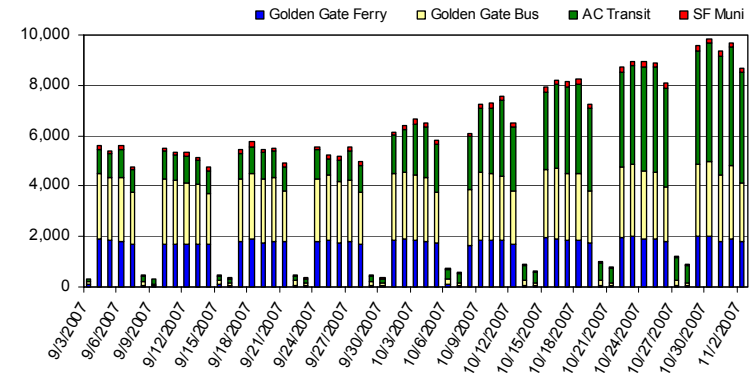
Abbreviations

Definitions



# Highlights and Milestones

- Since Launch on September 17<sup>th</sup>, all aspects of the TransLink<sup>®</sup> system have seen jumps in activity. Daily boardings are averaging close to 10,000.
- Vehicle on-board equipment Installation at SF MTA is now 80% complete.
- Phase 2.3 IIIT is complete with a few minor issues to clear. All components have been tested.
- BART's Integration 6 testing (lab tests of the full BART/TransLink system with HVD) began on Nov. 13. ERG is investigating issues with the current software library.
- Final planning for 2.3 software deployment, IIT and BART's Revenue Test is in process.
- Operator planning for regional testing is underway.
- Installation of AT&T circuits at Caltrain and BART is well underway.
- BART has requested that a business rule involving MTA Fastpasses be corrected before Revenue Ready.



**Daily TransLink Usage**



# Issues and Actions

Topic	Issue	Status / Action
<b>Schedule Delays</b>	Revenue ready dates for several operators continue to be delayed.	<ul style="list-style-type: none"> <li>•Achievement of Phase 2.3 and other remaining Revenue Ready Milestones are at least 18 months overdue: SF MTA's date was October 19, 2005; BART's was March 30, 2006; Caltrain's was December 5, 2006."</li> <li>•Current schedules show Revenue Ready dates of: March 31, 2008 for BART, MUNI and Caltrain and June 23, 2009 for VTA.</li> </ul>
<b>Declaratory Relief</b>	MTC's outside counsel filed a request for declaratory relief with respect to Motorola's position as the prime contractor for TransLink®.	<ul style="list-style-type: none"> <li>•The U.S. District Court granted MTC's motion for judgment on the pleadings, in its declaratory relief action against Motorola on January 31, 2007, and Motorola appealed the order to the Ninth Circuit.</li> <li>•Motorola filed its appellate brief on July 23, 2007.</li> <li>•MTC filed its brief on September 14, 2007.</li> <li>•The hearing will likely not occur until 2008.</li> </ul>
<b>Point of Sale Network Claim</b>	The Contractor claims it is entitled to a 2.5% third party load fee.	<ul style="list-style-type: none"> <li>•The claim was received December 13, 2006.</li> <li>•Motorola has agreed to mediation regarding this claim.</li> <li>•Mediation occurred on October 22<sup>nd</sup>.</li> <li>•There were no clear agreements from the mediation.</li> </ul>



## Site Preparation

- Caltrain construction at stations is complete. Minor punchlist issues are being encountered as a result of the AT&T circuit installs.
- VTA has completed site prep at North Yard and Chaboya. Cerone Yard is 85% complete.



## Installation

- Installation continues on SFMTA's fleet. 80% of SFMTA's entire fleet has been installed. Work has been completed at Presidio, Potrero and Metro/Green yards.
- AT&T circuit installation for Caltrain network is complete at 21 of 31 stations.
- AT&T circuit installation for BART HCR network is complete at 17 of 43 stations.
- AVM upgrades at SFMTA are ongoing. All downtown station AVM's have been fully commissioned.
- BART is currently installing fare gate SAMs.



# Testing

- IIIT (lab tests) complete
  - Issues recorded currently being addressed.
  - A few TOT and back office issues remain.
- IIT (field tests)
  - Contractor submitted and presented their software deployment plan.
  - Contractor conducted IIT planning workshops with Phase 2.3 agencies to ensure that the process is understood.
  - IIT procedures developed for 2.3 operators.
- Other testing
  - BART Integration 6 testing is underway, however, there are issues with the MOT/ERG software library.
  - BART is developing procedures for its Revenue Test.
  - Agencies are discussing coordinated operator testing that will take place concurrently with BART revenue testing

	IIIT Complete	Regression Complete
HCR 3	Yes	Yes
CID 3	Yes	Yes
AVM	Yes	Yes
CID 2	Yes	Yes
DC/CID 1B	Yes	Yes
TRU	Yes	Yes
TOT	Yes	No (98%)
Caltrain biz rules	Yes	Yes
Muni biz rules	Yes	Yes
BART biz rules	Yes	Yes
ACT biz rules	Yes	Yes
GG biz rules	Yes	Yes
Back office	Yes	No (98%)
Reports	Yes	Yes



## TransLink® Point of Sale (POS) Activity

- 7 Walgreens stores have TransLink POS terminals installed have begun vending TransLink® cards and value.
- The stores are in: Cotati, Mill Valley, San Rafael, Santa Rosa, Oakland and 2 in San Francisco at 825 and 1301 Market Street.
- Additional Walgreens stores will be rolled out in the coming months, starting with 33 stores in the East Bay to fill out the POS network in AC Transit's service area.
- Total POS sales for the month of October were approximately \$31,000 in e-cash value and \$8,000 in AC Transit passes.



Seven Walgreens stores are already selling TransLink cards and value



Smart Card. Smart Travel.



## **TransLink® Point of Sale (POS) Activity (cont.)**

- Top sales locations for October were both in downtown San Francisco: News Spot Montgomery with \$3,005 in sales and News and More with \$2,800 in sales.
- Recruitment of Phase 2.3 POS locations has been going well, with only a few more stores needed in the South Bay.



# Marketing and Outreach Activities

- Both AC Transit and Golden Gate have held outreach events on a weekly basis since mid-September
  - GGT has been handing out free cards at their events
  - GGT has distributed approximately 875 free cards. An additional 320 free cards have been sent out to customers responding to online card promotion.
- AC Transit's fare incentive began in October
  - TransLink® 31-day Transbay pass sales accounted for over 60% of the total Transbay 31-day passes sold in October
  - About 6% of local 31-day passes were added on TransLink® cards
- Cable TV and radio ads began in October. The TV ads are running in the North and East Bay.
- Additional advertising, including ads on-board buses and at bus shelters, has been rolled out.

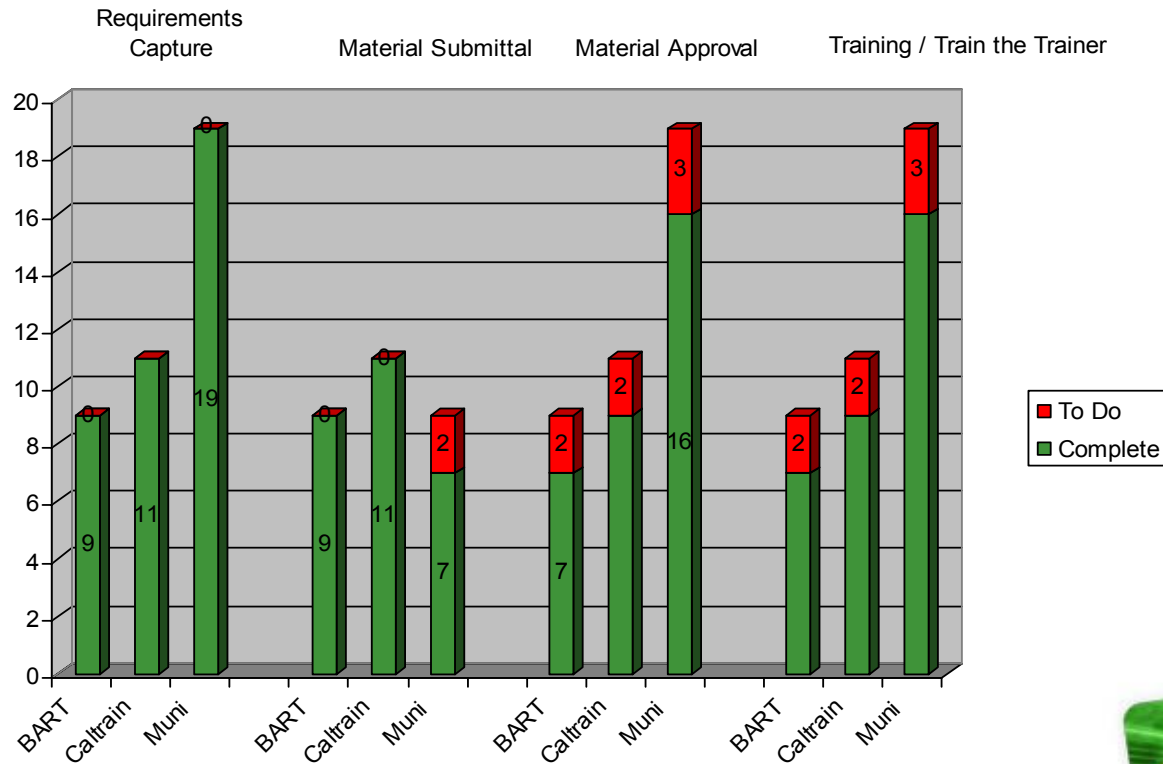


AC Transit bus shelter ad in Oakland



# Training

- Train the trainer activities are beginning as the development process nears completion. The current pace appears to be on target for the March, 2008 Revenue Ready dates for Phase 2.3 operators.

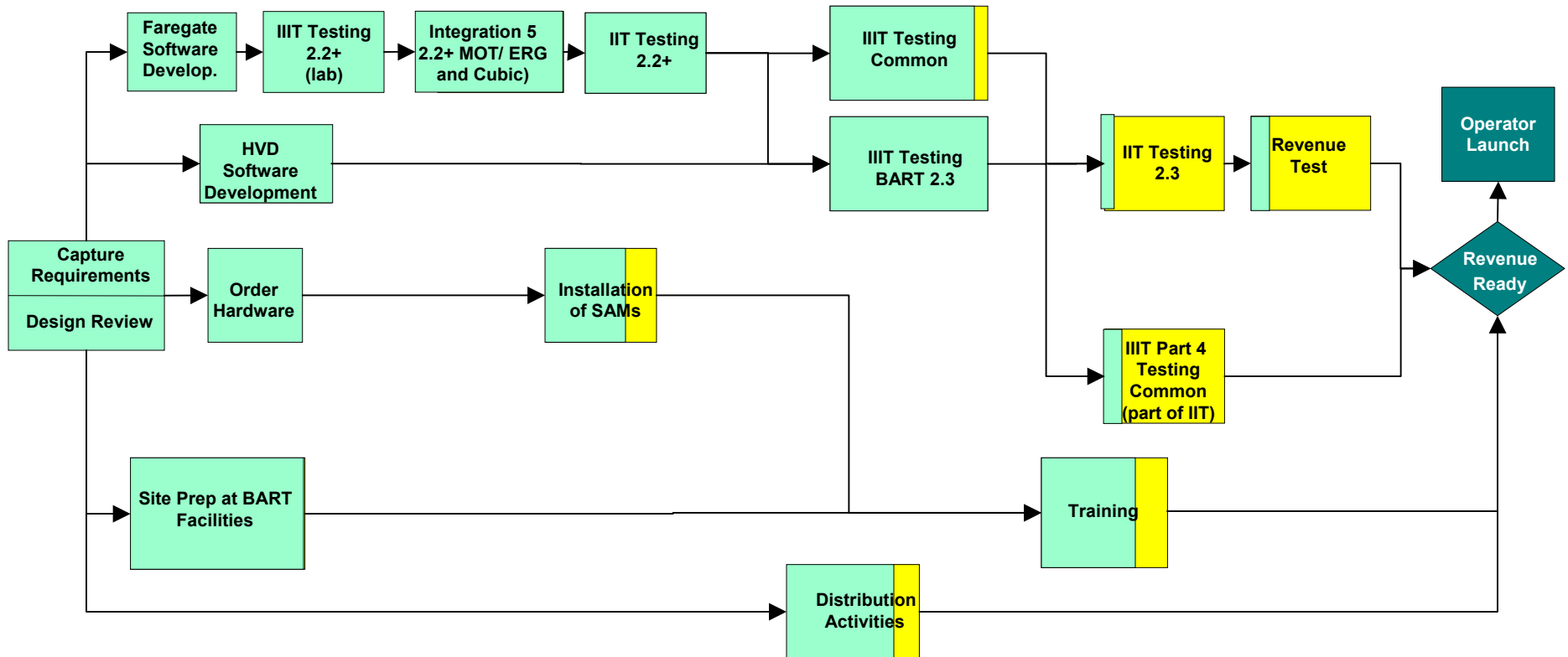


## Miscellaneous

- Card Procurement Activities
  - MTC is currently reviewing the artwork for the order of 95,000 cards.
  - Based on approval of the TMG, MTC is developing the contract amendment to procure an additional 450,000 cards. The outside appearance of these cards will be the same as the current cards, however, the embedded electronic chip will be of a new configuration. The new chip will have the same functionality as the old ones.
- Youth/Senior Cards
  - BART has taken the lead to develop a plan for distribution of youth and senior cards



# BART

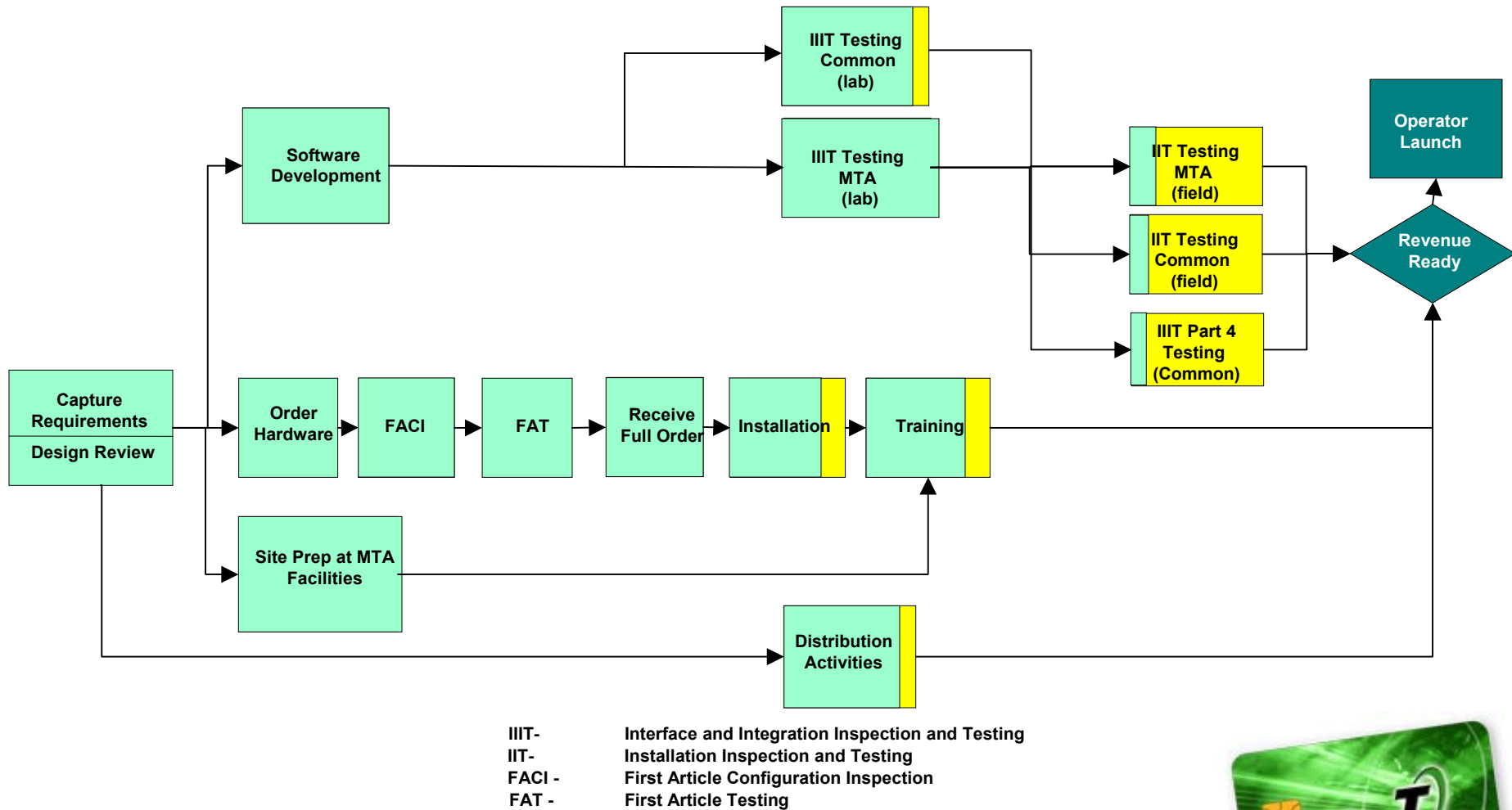


IIIT-  
IIT-  
2.2 Plus -  
HVD-

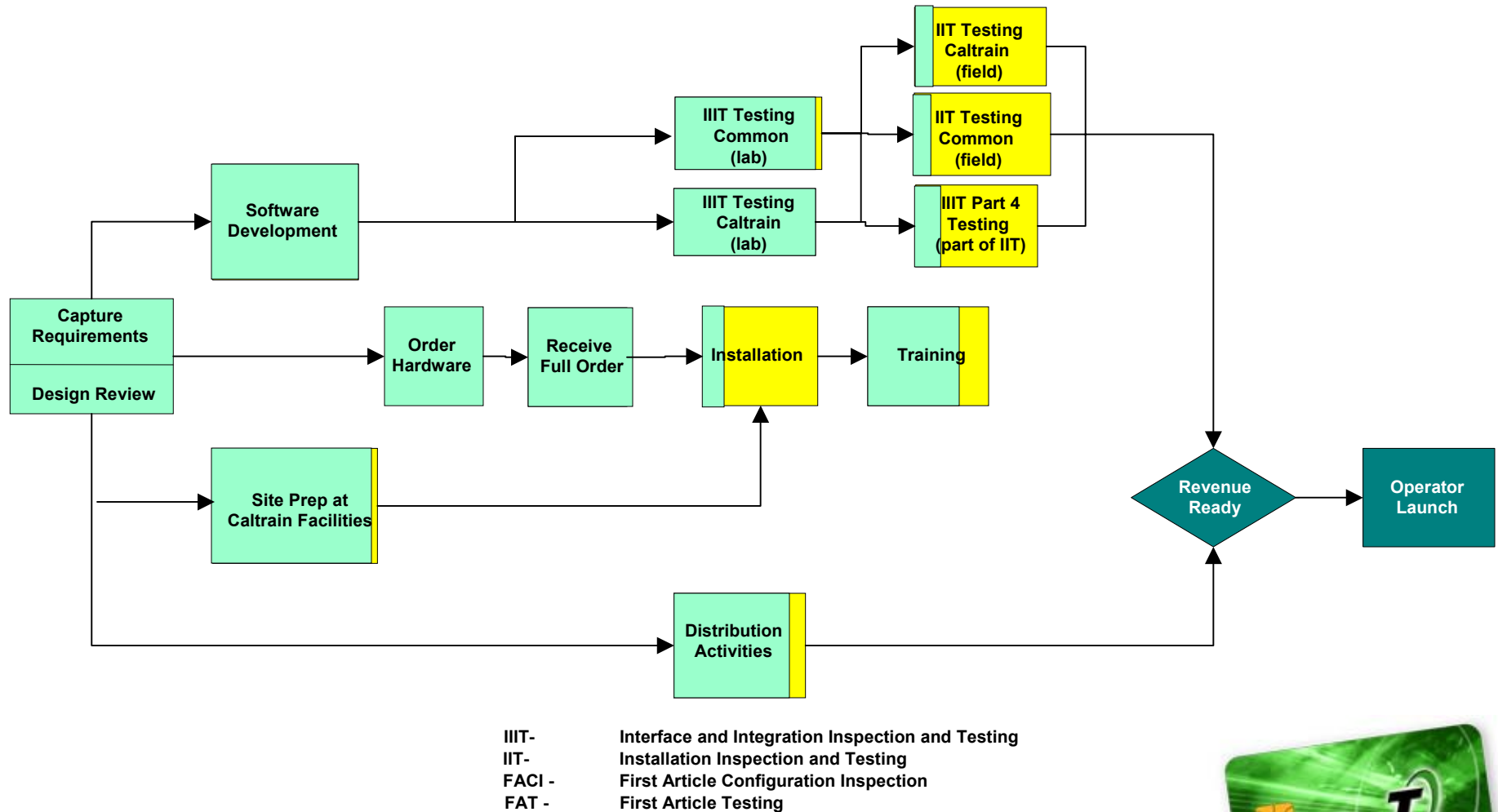
Interface and Integration Inspection and Testing  
Installation Inspection and Testing  
Adds BART basic transactions for the faregates onto the 2.2 back-end  
High Value Discount



# SFMTA



# Caltrain



# Invoices Received Since 8/1/2007

Invoice Number	Milestone/Cost Description	Invoiced Amount	Total Amount Approved	Date Received	Approval Status
50079572	Phase 2.2 Equipment - Golden Gate Transit CID 1As, AZDSs	\$29,520.92	\$22,763.11	8/1/2007	Paid (25% Withheld)
50078631	Phase 2.3 Equipment - Partial Payment for Equipment	\$876,076.33	\$876,076.33	8/2/2007	Paid (25% Withheld)
50079772	Phase 2.3 Training - Pilot Training Courses for BART, Muni and Caltrain	\$6,652.00	\$6,652.00	8/15/2007	Paid (25% Withheld)
50079773	TSB Activities - July 2007	\$323,261.12	\$321,858.68	8/15/2007	Paid (25% Withheld)
50079901	Phase 2.2 Equipment - Golden Gate Transit AZDSs, CID 1As, Active Cradles	\$102,236.20	\$107,191.55	8/28/2007	Payment Pending (25% Withheld)
50079900	Phase 2.3 Equipment - Muni Training Rigs	\$21,682.20	\$22,727.13	8/29/2007	Paid (25% Withheld)
50074682	Phase II Manuals and Software Docs - Data Warehouse	\$67,380.30	\$0.00	9/13/2007	Rejected
50074683	Design Milestone #3 Complete - Data Warehouse	\$67,380.30	\$67,380.30	9/13/2007	Payment Pending (25% Withheld)
50076246	Phase 2.2 Revenue Ready Complete - System Equipment Implementation, Punch List RR+90	\$75,000.00	\$75,000.00	9/19/2007	Payment Pending (25% Withheld)
50080280	TSB Activities - August 2007	\$340,340.54	\$0.00	9/26/2007	Under Review
50080281	Phase 2.3 Training - Muni Training	\$3,191.00	\$3,191.00	9/26/2007	Payment Pending (25% Withheld)
50079270	Phase II IIIT Complete - IIIT Complete, TDS Store	\$12,830.50	\$12,830.50	10/3/2007	Payment Pending (25% Withheld)
50080449	Value Loaded to TransLink Cards	\$600.00	\$600.00	10/3/2007	Payment Pending (25% Withheld)
<b>Total</b>		<b>\$1,926,151.41</b>	<b>\$1,516,270.60</b>		

This table is current as of October 15, 2007.



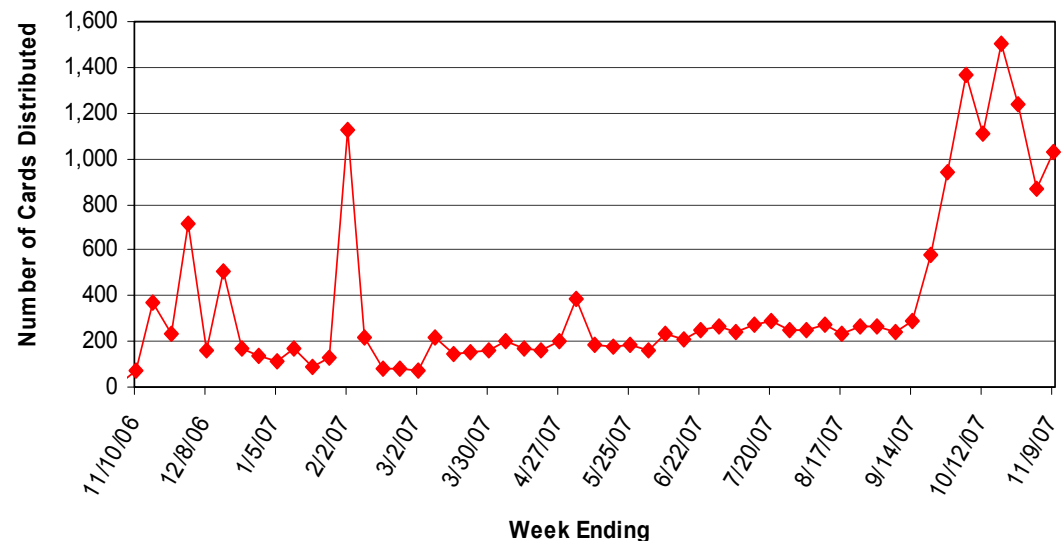
Smart Card. Smart Travel.



# TransLink® Card Distribution

- Since Phase 2.2 Revenue Ready, TransLink distributors have issued about 28,400 cards
  - 19,400 Adult, Senior and Youth cards
  - 9,000 RTC TransLink cards
- During October:
  - Transit agency ticket offices sold over 2,100 cards
  - Point of sale locations sold over 350 cards
  - TSB issued over 2,600 cards
  - The RTC Discount Card Program issued 2,870 RTC TransLink Cards

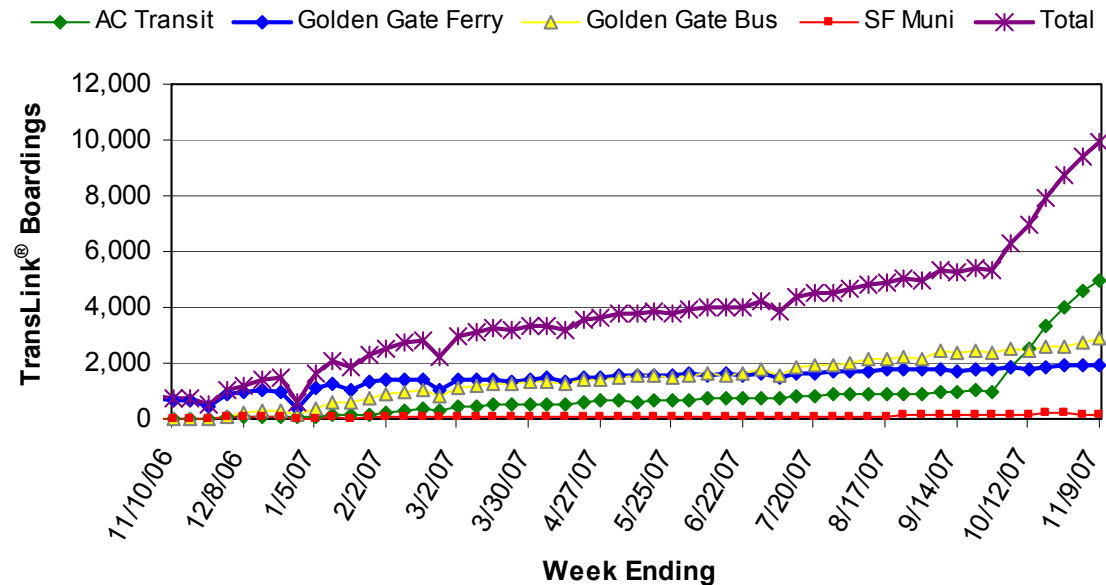
Distribution of Adult, Senior and Youth TransLink® Cards on a Weekly Basis During the Previous 12-Month Period



# Ridership by Operator

- TransLink® is recording an average of 9,925 weekday boardings
  - 4,975 boardings on AC Transit
  - 2,850 boardings on Golden Gate Transit
  - 1,925 boardings on Golden Gate Ferry
  - 175 boardings on the Muni Metro light rail system

**Average Weekday TransLink® Ridership by Operator  
During the Previous 12-Month Period**



## Total Fee Generating Transactions

(Includes Fare Payment, Add Value and Refund Transactions)

September = 115,449

October = 202,379



Smart Card. Smart Travel.

# System Performance Status – October 2007

## Performance Metrics – Current Status

Availability Performance as of 11/2/07

Device	Goal	Status
AVM	99.73%	100%
TOT	99.73%	99.99%
TDS	99.73%	100%
TCS	99.73%	100%
Data Store	99.73%	100%
Report Server	99.73%	100%

Accuracy Performance for October

Device	Accuracy Requirement	Reported Accuracy
AVM	99.73%	100%
TOT	99.73%	100%
CID1	99.73%	99.83%
CID2	99.73%	99.97%



# Customer Experiences

- The cardholder support phone system routed just over 3,400 calls to customer service representatives (CSRs) in October
  - CSRs handled 60% more calls in October than in September
  - About 3% of calls were routed through the Spanish and Mandarin language queues
- CSRs answered 89% of calls within 20 seconds in October
  - The TransLink® Contract requires the Contractor to ensure that 80% of calls are answered within 20 seconds
- Cardholders are contacting TSB to inquire about:
  - AC Transit 31-Day Local and Transbay Pass functionality
  - How to use commuter benefits with TransLink
  - Setting up online access in order to manage their accounts
  - Transitioning from Adult to Senior TransLink cards
- The TransLink website had over 11,300 unique visitors in October



# Future Agenda Items

	TransLink® Operating Group			TransLink® Management Group		
Date	10-Dec	14-Jan	11-Feb	26-Nov	25-Feb	19-May
Location	MTC	SFMTA	BART	AC Transit	TBD	TBD
CIMS Update	I	I	I	I	I	I
Integrated Fare Study				I	I	I
Meeting Schedule for 2008	I			I		
BART Parking Proposals and TransLink				I		
SFMTA Marketing Support	A				A	
Website Maintenance Agreement	A				A	
Smart Card Procurement				I		
Transportation 2035 Plan Update				I		
TransLink Customer Experiences				I		

A = Approval I = Information



Smart Card. Smart Travel.

# Reference Tables

## Phase II Capital and Maintenance Payments to Motorola

Fiscal Year	Design	Implementation	TransLink® Cards	Equipment	Maintenance	Other	Total
FY 2002-03	\$581,500	\$1,584,958	\$0	\$0	\$0	\$3,200	\$2,169,658
FY 2003-04	\$621,273	\$1,011,519	\$0	\$3,085,125	\$0	\$0	\$4,717,916
FY 2004-05	\$2,047,522	\$1,136,406	\$1,502,838	\$46,565	\$0	\$0	\$4,733,331
FY 2005-06	\$1,371,865	\$194,058	\$0	\$133,750	\$0	\$0	\$1,699,672
FY 2006-07	\$2,644,946	\$908,733	\$17,391	\$3,696,265	\$341,342	\$10,700	\$7,619,377
FY 2007-08	\$0	\$6,652	\$0	\$53,671	\$45,063	\$0	\$105,386
<b>Total</b>	<b>\$7,267,106</b>	<b>\$4,842,326</b>	<b>\$1,520,229</b>	<b>\$7,015,375</b>	<b>\$386,405</b>	<b>\$13,900</b>	<b>\$21,045,341</b>

**Note:** Amount for FY 2006-07 does not reflect withholding of 25% of payments after April 26, 2007 because the full amount will be due to Contractor when Contractor achieves required milestones.

This table is current as of October 15, 2007.



# Reference Tables

## Recent Phase II TransLink® Service Bureau Operations Payments

Invoice Description	Total Amount Paid	Estimated MTC Share	Estimated Transit Agency Share	Notes
TSB Activities - January 2007	\$272,554.59	\$268,513	\$4,042	
TSB Activities - February 2007	\$274,458.57	\$268,777	\$5,682	
TSB Activities - March 2007	\$274,166.33	\$268,163	\$6,004	25% Withheld
TSB Activities - April 2007	\$274,733.57	\$268,173	\$6,561	25% Withheld
TSB Activities - May 2007	\$275,191.54	\$268,397	\$6,794	25% Withheld
TSB Activities - June 2007	\$276,816.90	\$269,580	\$7,237	25% Withheld
TSB Activities - July 2007	\$276,795.34	\$268,561	\$8,234	25% Withheld
<b>Total</b>	<b>\$2,486,885</b>	<b>\$2,434,190</b>	<b>\$52,695</b>	

This table is current as of October 15, 2007.



# Reference Tables, cont'd

## Cost Change Orders Executed Under MTC's Authority in FY07

CO No.	Title	Description	Net Cost
82	Modify Adult Card Registration	Changes the adult card registration process, specifically to remove the date of birth requirement for card registration.	\$58,525
83	Muni Faregate Procurement RFP Development	For Contractor to participate in meetings with Muni, and Muni's consultant to develop an RFP to hire a vendor to replace their existing subway faregates with new faregates.	\$15,000
96	Third Party Load Services Location Acquisition	Modifies the Price Schedule to add: Program Management Increment, Location Acquisition for Completion of P 2.2 Distribution Network, and Location Acquisition for Completion of P 2.2 Distribution Network for Locations Previously Recruited by Contractor.	\$43,000
97	Golden Gate Faregate Procurement	For Contractor to participate in meetings with GGBHTD and its consultant to provide the technical detail required for TransLink® integration of the new equipment.	\$15,000
TOTAL			\$131,525





# Abbreviations

- **AVM** Add Value Machine
- **CD** Configuration Data
- **CID** Card Interface Device
- **CIPP** Card Initialization, Printing and Personalization
- **FACI** First Article Confirmation Inspection
- **FAT** First Article Testing
- **FRB** Failure Review Board
- **HCR** Hand-held Card Reader
- **IIIT** Interface and Integration Inspection and Testing
- **IIT** Installation Inspection and Testing
- **KPI** Key Performance Indicator
- **MASS** Multiple Application Smartcard System
- **MTBF** Mean Transactions Between Failures
- **MOHBF** Mean Operating Hours Between Failures
- **OBE** On-Board Equipment
- **OCMS** Operations, Configuration and Management System
- **OFS** Off-Line Server
- **OLS** On-Line Server
- **OWS** Operator Work Station
- **PIO** Public Information Officer
- **RCDA** Referential Configuration Data Administrator
- **SAM** Security Access Module
- **TDS** TransLink® Data Server
- **TSB** TransLink® Service Bureau
- **TOT** Ticket Office Terminal
- **TRU** TransLink® Retail Unit
- **UD** Usage Data



# Definitions

- **Launch** This event occurs when a transit operator determines that its soft launch has been successful enough to allow entry into service with the general public. The Hard Launch will include media events and appropriate advertising to promote the use of TransLink®.
- **Pre-Launch** A Soft Launch occurs when a transit operator determines that all affected departments within the agency are ready to accept payment through the TransLink system. A Soft Launch will likely include a select group of users for a set period of time. A Soft Launch is not a requirement for operators.
- **Progress Payments** Progress Payments are incremental payments for activities that are not yet complete. Progress Payments are governed by the language in the contract.
- **Punch List** With respect to the TransLink system, the Punch List is a collection of issues not completely addressed by the Contractor prior to Revenue Ready. Each item is agreed by MTC and respective operator(s) affected and includes a date by which the Contractor will complete the work necessary to resolve the issue.
- **Revenue Ready** As defined in Article 8.2, Part 1 of the TransLink Contract, MTC will issue one Certificate of Revenue Ready Status for each Phase II Operator when the Contractor has complied with the Contract requirements in the following areas:
  - All equipment has been installed and the Installation Inspection and Testing, as required under Volume B, Statement of Work, Section B4-4.3 has been completed;
  - The Contractor has hired all personnel designated for the operations and maintenance of the particular Phase in Contractor's Program Implementation Master Plan required under Volume B, Statement of Work, Section B4-4.1.1;
  - The Contractor has completed all of its contractual training obligations required by Volume B, Statement of Work, Section B4-4.6.

